



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: Perry, AL

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Rural Bypasses	43.7%	Population	11,501	11,133
Modest Income Homes	33.7%	Households	4,310	4,226
City Commons	8.7%	Families	2,974	2,866
Heartland Communities	7.1%	Median Age	34.5	35.4
Southern Satellites	6.7%	Median Household Income	\$22,993	\$25,373

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	43	\$1,172.82	\$5,054,838
Men's	44	\$217.11	\$935,730
Women's	41	\$396.91	\$1,710,662
Children's	48	\$212.26	\$914,839
Footwear	39	\$198.35	\$854,883
Watches & Jewelry	39	\$77.10	\$332,292
Apparel Products and Services <sup>1</sup>	48	\$71.10	\$306,432
<b>Computer</b>			
Computers and Hardware for Home Use	42	\$92.95	\$400,631
Software and Accessories for Home Use	41	\$12.26	\$52,859
<b>Entertainment &amp; Recreation</b>	47	\$1,621.47	\$6,988,532
<b>Fees and Admissions</b>	37	\$225.28	\$970,948
Membership Fees for Clubs <sup>2</sup>	38	\$59.59	\$256,812
Fees for Participant Sports, excl. Trips	39	\$43.71	\$188,405
Admission to Movie/Theatre/Opera/Ballet	37	\$54.97	\$236,905
Admission to Sporting Events, excl. Trips	40	\$23.12	\$99,656
Fees for Recreational Lessons	34	\$43.89	\$189,170
<b>TV/Video/Sound Equipment</b>	50	\$586.32	\$2,527,026
Community Antenna or Cable Television	55	\$364.39	\$1,570,510
Color Televisions	45	\$61.45	\$264,844
VCRs, Video Cameras, and DVD Players	48	\$18.49	\$79,678
Video Cassettes and DVDs	48	\$29.32	\$126,388
Video Game Hardware and Software	49	\$15.97	\$68,852
Satellite Dishes	44	\$0.67	\$2,900
Rental of Video Cassettes and DVDs	48	\$28.83	\$124,277
Sound Equipment <sup>3</sup>	41	\$64.36	\$277,382
Rental and Repair of TV/Sound Equipment	49	\$2.83	\$12,195
Pets	53	\$233.75	\$1,007,451
Toys and Games	50	\$90.36	\$389,434
Recreational Vehicles and Fees <sup>4</sup>	51	\$231.69	\$998,566
Sports/Recreation/Exercise Equipment <sup>5</sup>	43	\$98.90	\$426,276
Photo Equipment and Supplies <sup>6</sup>	45	\$61.38	\$264,530
Reading <sup>7</sup>	44	\$93.81	\$404,301
<b>Food</b>	51	\$4,271.89	\$18,411,844
<b>Food at Home</b>	52	\$2,627.46	\$11,324,354
Bakery and Cereal Products	52	\$376.40	\$1,622,282
Meat, Poultry, Fish, and Eggs	54	\$710.08	\$3,060,451
Dairy Products	51	\$282.84	\$1,219,019
Fruit and Vegetables	49	\$430.92	\$1,857,259
Snacks and Other Food at Home <sup>8</sup>	53	\$827.23	\$3,565,343
<b>Food Away from Home</b>	49	\$1,644.43	\$7,087,490
Alcoholic Beverages	45	\$278.68	\$1,201,129
Nonalcoholic Beverages at Home	54	\$236.55	\$1,019,524



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<b>Financial</b>			
Investments	29	\$431.65	\$1,860,433
Vehicle Loans	56	\$3,418.89	\$14,735,412
<b>Health</b>			
Nonprescription Drugs	56	\$67.99	\$293,056
Prescription Drugs	66	\$380.64	\$1,640,560
Eyeglasses and Contact Lenses	49	\$41.03	\$176,848
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	38	\$3,350.07	\$14,438,783
Maintenance and Remodeling Services	39	\$767.79	\$3,309,154
Maintenance and Remodeling Materials <sup>10</sup>	48	\$179.55	\$773,851
Utilities, Fuel, and Public Services	55	\$2,389.60	\$10,299,181
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	44	\$60.93	\$262,601
Furniture	42	\$268.41	\$1,156,832
Floor Coverings	36	\$32.65	\$140,712
Major Appliances <sup>12</sup>	49	\$143.96	\$620,483
Housewares <sup>13</sup>	44	\$46.50	\$200,409
Small Appliances	49	\$18.12	\$78,098
Luggage	38	\$3.94	\$16,972
Telephones and Accessories	44	\$21.12	\$91,012
<b>Household Operations</b>			
Child Care	38	\$158.55	\$683,360
Lawn and Garden <sup>14</sup>	54	\$243.72	\$1,050,437
Moving/Storage/Freight Express	43	\$22.98	\$99,049
Housekeeping Supplies <sup>15</sup>	52	\$401.44	\$1,730,206
<b>Insurance</b>			
Owners and Renters Insurance	53	\$252.84	\$1,089,758
Vehicle Insurance	51	\$746.78	\$3,218,605
Life/Other Insurance	52	\$330.09	\$1,422,677
Health Insurance	57	\$1,112.22	\$4,793,670
Personal Care Products <sup>16</sup>	50	\$238.69	\$1,028,751
School Books and Supplies <sup>17</sup>	46	\$55.59	\$239,574
Smoking Products	65	\$312.42	\$1,346,523
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	54	\$3,119.56	\$13,445,308
Gasoline and Motor Oil	56	\$1,143.00	\$4,926,315
Vehicle Maintenance and Repairs	49	\$518.04	\$2,232,739
<b>Travel</b>			
Airline Fares	37	\$149.27	\$643,369
Lodging on Trips	41	\$168.62	\$726,744
Auto/Truck/Van Rental on Trips	34	\$14.67	\$63,212
Food and Drink on Trips	42	\$200.01	\$862,027

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.